

**ORDER**

**Orders**  
**Order / Rev:** 500124  
**Alt Order #:**  
**Product Desc:** 10/30-11/5  
**Estimate:** 12887  
**Flight Dates:** 10/30/12 - 11/05/12  
**Original Date / Rev:** 10/24/12 / 10/24/12  
**Order Type:** GENERAL

**CBS5**

**Primary AE:** House KPHO Local House KPHO Local  
**Sales Office:** KPHO  
**Sales Region:** Local

**Agency**  
**Name:** Media Strategies and Research  
**Buying Contact:** Suzanne Collins  
**Billing Contact:**  
 1580 Lincoln Street  
 Denver, CO 80203

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Sinema For Congress  
**Demographic:** A35+  
**Product Codes:** Political-Cand-Congress  
**Priority:** IMP  
**Revenue Codes:** POL, PLC, CPL

**New Business Thru:**  
**Order Separation:** 00:10:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	7	\$8,400.00	\$7,140.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	7	\$8,400.00	\$7,140.00	0.00
<b>Totals</b>	<b>7</b>	<b>\$8,400.00</b>	<b>\$7,140.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
House KPHO Local House Kf			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
CBS5	10%	\$8,400.00
Market	100%	\$84,000.00

**Competitive Share**

	Share	Total
DPHO	0%	\$0.00
KAET	0%	\$0.00
KASW	0%	\$0.00
KAZT	0%	\$0.00
KBCZ	0%	\$0.00
KBPX	0%	\$0.00
KDRX	0%	\$0.00
KMCC	0%	\$0.00
KMOH	0%	\$0.00
KNAZ	0%	\$0.00
KNXV	15%	\$12,600.00
KPAZ	0%	\$0.00
KPNX	25%	\$21,000.00
KPPX	0%	\$0.00
KSAZ	25%	\$21,000.00
KTFL	0%	\$0.00
KTVK	25%	\$21,000.00
KTVW	0%	\$0.00
KUSK	0%	\$0.00
KUTP	0%	\$0.00

Order / Rev: 500124  
Alt Order #:  
Flight Dates: 10/30/12 - 11/05/12

Advertiser: Sinema For Congress  
Product Desc: 10/30-11/5  
Estimate: 12887  
**CBS5**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KPHO	10/30/12	11/02/12	M-F Late News CBS 5 NEWS @ 10P	CM	M-F 10p-1035p	-TwTF--	:30	4	\$1,300.00	PMT	0.00	NM	4	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-TwTF--		4			\$1,300.00		0.00				
N 2	KPHO	11/05/12	11/05/12	M-F Late News CBS 5 NEWS @ 10P	CM	M-F 10p-1035p	M-----	:30	1	\$1,300.00	PMT	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	11/05/12	11/11/12	M-----		1			\$1,300.00		0.00				
N 3	KPHO	11/03/12	11/03/12	Sa Late News Sa Late News	CM	Sa 10p-1035p	-----S-	:30	1	\$900.00	PMT	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-----S-		1			\$900.00		0.00				
N 4	KPHO	11/04/12	11/04/12	Su Late News Su Late News	CM	Su 10p-1035p	-----S	:30	1	\$1,000.00	PMT	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-----S		1			\$1,000.00		0.00				
													Totals	7	\$8,400.00
*Tax 1 Note: Tax 0.5%															

\*Tax 1 Note: Tax 0.5%

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> KPHO-TV      Phoenix	<b>Date:</b> 10/24/2012
--	----------------------------

I, Media Strategies and Research,

being/on behalf of: Kyrsten Sinema, a legally

qualified candidate of the Democratic political

party for the office of: U.S. Congress

in the Primary

election to be held on: Tuesday, August 28, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED SCHEDULE					
Date of First Broadcast:			Date of Last Broadcast:		
Tuesday, October 30, 2012			Tuesday, November 06, 2012		

**Total Charges: \$8,400.00**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Kyrsten Sinema for Congress

and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Stephen Anderson

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

Wednesday, October 24, 2012

Date



Signature

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title